

REMARKS

Claims 8 and 15 have been cancelled. Claims 1, 4, 5, 9 10, 13 and 14 have been amended. Claims 1-7 and 9-14 remain in the application. Reexamination and reconsideration of the application, as amended, are respectfully requested.

The rejections of claim 15 under 35 U.S.C. 101 and 35 U.S.C. 102(b) are made moot by the cancellation of claim 15.

Claims 1-3, 5, 8-11, 13 and 14 were rejected under 35 U.S.C. 102(b) as being anticipated by Melchione USP 5,930,764. Claims 4, 6-7 and 12 were rejected under 35 U.S.C. 103(a) as being unpatentable over Melchione. These rejections are respectfully traversed with respect to claims 1-14, as amended.

The claims, as amended, are directed to systems and devices comprising a number of elements in combination. Amended claim 1, for example, is directed to a sales activity management system comprising a combination including a database, an activity content evaluation unit, an evaluation report creating unit, a customer database, a customer targeting unit and an evaluation report sending unit. In claim 1, as amended, the customer targeting unit extracts sales negotiation item information in which a sales negotiation progress level in the sales negotiation item information is equal to or greater than a predetermined level, targets the customer of sales negotiation indicated by the extracted sales negotiation item information, extracts the customer information of the targeted customer from the customer database, and adds the customer information to the evaluation report information. The evaluation report sending unit sends the generated evaluation report information, to which the customer targeting unit adds the customer information, to a terminal device of the salesperson.

According to claim 1, as amended, the evaluation report contains information on customers of those sales negotiation items whose sales negotiation progress level is equal to or greater than a predetermined level, among multiple sales negotiation items which a salesperson may have in progress. This evaluation report ensures that the salesperson automatically obtains specific

information on the customer of a sales negotiation, at a stage at which the progress of the sales negotiation has reached a predetermined level.

In contrast, the “report” disclosed in Melchione contains, for example, information of “households, customers, and/or accounts most likely to purchase the products or services of the sales campaign”, as described at column 27, lines 33 to 48 and as indicated by the Examiner. Unlike claim 1 of the present application, however, Melchione fails to teach or suggest anything about a combination including a report that contains information on a customer of a sales negotiation item whose sales negotiation progress level is equal to or greater than a predetermined level. Accordingly, claim 1 as amended is patentably distinct from Melchione. Claims 2-7 and 9-12 are also patentable because these claims directly or indirectly depend from claim 1.

Dependant claim 4 defines a sales activity management system according to claim 1, further comprising an activity pattern analyzing unit that extracts sales management information that has a number or rate equal to or greater than a predetermined number of registered sales negotiations or a predetermined rate of registered sales negotiations from said database. This allows extracting, from among multiple salespersons, sales management information associated with a high-performance salesperson. The activity pattern analyzing unit may then analyze the activity pattern of the high-performance salesperson. The evaluation report creating unit of claim 4 generates advice information towards the activity content of each salesperson based on the analysis by the activity pattern analyzing unit, and adds the generated advice information to the evaluation report information. This ensures that each salesperson recognizes the advice information, which is obtained by comparing the activity pattern of a high-performance salesperson with the activity content of each salesperson *themselves*. As a result, each salesperson can follow the activity pattern of those of high-performance.

In contrast, Melchione discloses (at column 41, lines 35 to 53) “a performance versus goals report”. However, Melchione fails to teach or suggest anything about a combination including generating advice information on the activity content of each salesperson, based on the

analysis of the activity pattern of a high-performance salesperson. Accordingly, claim 4 is non-obvious over Melchione.

Claims 13 and 14, as amended, recite features substantially similar to claim 1 and are patentably distinct over Melchione for reasons substantially similar to claim 1.

In view of the above, each of the presently pending claims in this application is believed to be in immediate condition for allowance. Accordingly, the Examiner is respectfully requested to withdraw the outstanding rejection of the claims and to pass this application to issue. If it is determined that a telephone conference would expedite the prosecution of this application, the Examiner is invited to telephone the undersigned at the number given below.

In the event the U.S. Patent and Trademark Office determines that an extension and/or other relief is required, applicant petitions for any required relief including extensions of time and authorizes the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to Deposit Account No. 03-1952 referencing docket no. 116692005600.

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